Amendments to the Claims:

This listing of claims will replace all prior versions and listing of claims in the application.

Listing of Claims:

1-25. (Canceled)

26. (New) A data display method comprising the steps of:

receiving, by a data terminal, an image mark symbolically expressing a content of data embedded in the image mark by means of electronic watermark techniques, the data including information that is desired to be disclosed by an information exhibitor, information as to an expiration term to be used to control display of said information that is desired to be disclosed, and information as to electronic signature to be used to conduct verification of authenticity of both said information that is desired to be disclosed and said information as to the expiration term;

extracting, by said data terminal, the data embedded in the image mark;

decoding, by said data terminal, the information as to electronic signature of the data extracted by using a public key;

verifying, by said data terminal, authenticity of both said information that is desired to be disclosed and said information as to the expiration term by using the information as to electronic signature thus decoded;

2

Appl. No. 09/895,078
Amendment dated November 18, 2005
Reply to Office Action of July 18, 2005

ASA-1012

comparing, by said data terminal, the information as to the expiration term

with information as to a clock of said data terminal;

displaying said image mark on a display of said data terminal, if a current time

obtained from said information as to the clock falls within the expiration term

represented by said information as to the expiration term; and

displaying said information that is desired to be disclosed on the display of

said data terminal by selecting said image mark displayed on the display.

27. (New) The data display method according to claim 26, wherein, if it is

judged that the authenticity is lower than a predetermined level in said step of

verifying authenticity, said image mark is not displayed on this display.

28. (New) The data display method according to claim 26, wherein said

information that is desired to be disclosed includes information as to a location at

which detailed information of said data embedded in said image mark exists.

29. (New) A data terminal comprising:

a receiving unit for receiving an image mark symbolically expressing a content

of data embedded in the image mark by means of electronic watermark techniques,

the data including information that is desired to be disclosed by an information

exhibitor, information as to an expiration term to be used to control display of said

Appl. No. 09/895,078
Amendment dated November 18, 2005
Reply to Office Action of July 18, 2005

ASA-1012

information that is desired to be disclosed, and information as to electronic signature

to be used to conduct verification of authenticity of both said information that is

desired to be disclosed and said information as to the expiration term;

a storage unit storing a public key for decoding said information as to

electronic signature;

a display unit for displaying information; and

a control unit for extracting the data embedded in the image mark, decoding

the information as to electronic signature of the data extracted by using the public

key stored in said storage unit, verifying authenticity of both said information that is

desired to be disclosed and said information as to the expiration term by using the

information as to electronic signature thus decoded, comparing the information as to

the expiration term with information as to a clock of said data terminal, displaying

said image mark on the display of said data terminal if a current time obtained from

said information as to the clock falls within said expiration term represented by said

information as to the expiration term, and displaying said information that is desired

to be disclosed on the display of said data terminal by selecting said image mark

displayed on the display.

30. (New) The data terminal according to claim 29, wherein, said control unit

judges that the authenticity is lower than a predetermined level in said step of

verifying authenticity, said control unit does not display said image mark on the display.

31. (New) The data terminal according to claim 29, wherein said information that is desired to be disclosed includes information as to a location at which detailed information of said data embedded in said image mark exists.

32. (New) A computer readable recording medium having recorded thereon a program to be used in a data display system, said program comprising the steps of:

receiving, by a data terminal, an image mark symbolically expressing a content of data embedded in the image mark by means of electronic watermark techniques, the data including information that is desired to be disclosed by an information exhibitor, information as to an expiration term to be used to control display of said information that is desired to be disclosed, and information as to electronic signature to be used to conduct verification of authenticity of both said information that is desired to be disclosed and said information as to the expiration term;

extracting, by said data terminal, the data embedded in the image mark;

decoding, by said data terminal, the information as to electronic signature of the data extracted by using a public key;

5

Appl. No. 09/895,078
Amendment dated November 18, 2005
Reply to Office Action of July 18, 2005

ASA-1012

verifying, by said data terminal, authenticity of both said information that is desired to be disclosed and said information as to the expiration term by using the information as to electronic signature thus decoded;

comparing, by said data terminal, the information as to the expiration term with information as to a clock of said data terminal;

displaying said image mark on a display of said data terminal, if a current time obtained from said information as to the clock falls within the expiration term represented by said information as to the expiration term; and

displaying said information that is desired to be disclosed on the display of said data terminal by selecting said image mark displayed on this display.